

# Marketing Tactics of Shandong S Pharmaceutical Company in Pakistan

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**Abstract:** *The demand for medical products has grown exponentially with the spread of COVID-19 globally. The share of Chinese products has reached more than 80% among personal protective equipment. Pakistan's self-sufficiency in medical materials is limited as compare to the neighbors China. This study is based on the Depth-analysis adapted for Shandong Pharmaceutical Group (also known as Shandong S Company) by applying the marketing theory. Besides, many in-Depth investigations have been conducted to make and implement the S company's marketing process targeting the production of medical materials. To investigate the study, many interviews have been taken to the respondents. The respondents were the company employees, besides, the information was also collected from the company competitors, senior company members to encounter the business marketing strategy of Shandong S Company with the Pakistan, The study's data collection was based on the instrument (questionnaire) has been developed by conducting the pilot survey to verify it for its suitability in the local environment. The data was collected based on the questionnaire and the then screened for the further analysis. The 4Ps, STP and other analysis techniques has been used to analyze the data by the help of statistical tool (IBM-SPSS). The study results in providing the suggested strategies for the S company to market it with the Pakistan and to upgrade the Chinese medical material in the international market in more promising way.*

**Keywords:** Medical Supplies, Marketing Tactic, Pakistan

**Paper Type:** Research paper

## 1 Introduction

Global pharmaceutical drug sales add up to 1.25 trillion US dollars in 2019. Pfizer is one of the world's largest pharmaceutical firms, focusing solely on the medicine-drug industry. Partnerships are becoming increasingly important as a strategy, and in these tough times, many agencies will be unable to survive or expand without these advance requirements of the Pharmaceutical Projects. The advance innovations in the medical things are now becoming more specific in term of high quality care. Now a day's hospital needs new robot devices and other gadgets to keep offering high-quality care. The discovery of new drugs is crucial for pharma companies' continued growth. The lack of patent rights may have serious consequences, and companies face strong competition from well-known medicines.

### 1.1 Reason and Significance

The investigation aims to determine the Shandong S Pharmaceutical company's marketability and determine the best way to benefit from it. The study is divided into two parts to serve two purposes. It establishes the foundation for comprehending the terms of entrepreneurship and the Pakistani region's environment.

### 1.2 Research Objective, Content, Method, and Technical Route

#### Research Objective

The purpose of the study was to help the Company to build a marketing plan for investors. The potential investors and other stakeholders must have an outlook of a written plan. A marketing plan can be used effectively to support the Company's development and activities.

- (1) To investigate the market condition in Pakistan for Shandong S Pharmaceutical group.
- (2) Can Pakistan be a good marketplace for the Shandong S Pharmaceutical group?
- (3) What will be the valuable results if we compare the medical supplies pattern in both countries?

**Content**

The research work will have seven chapters. PEST analysis, the SWOT matrix the theory related to (4P's) and STP is also discussed. The internal factors will also be thoroughly studied through the SWOT matrix and 4Ps. The conclusions and outlook will be written based on all research work result.

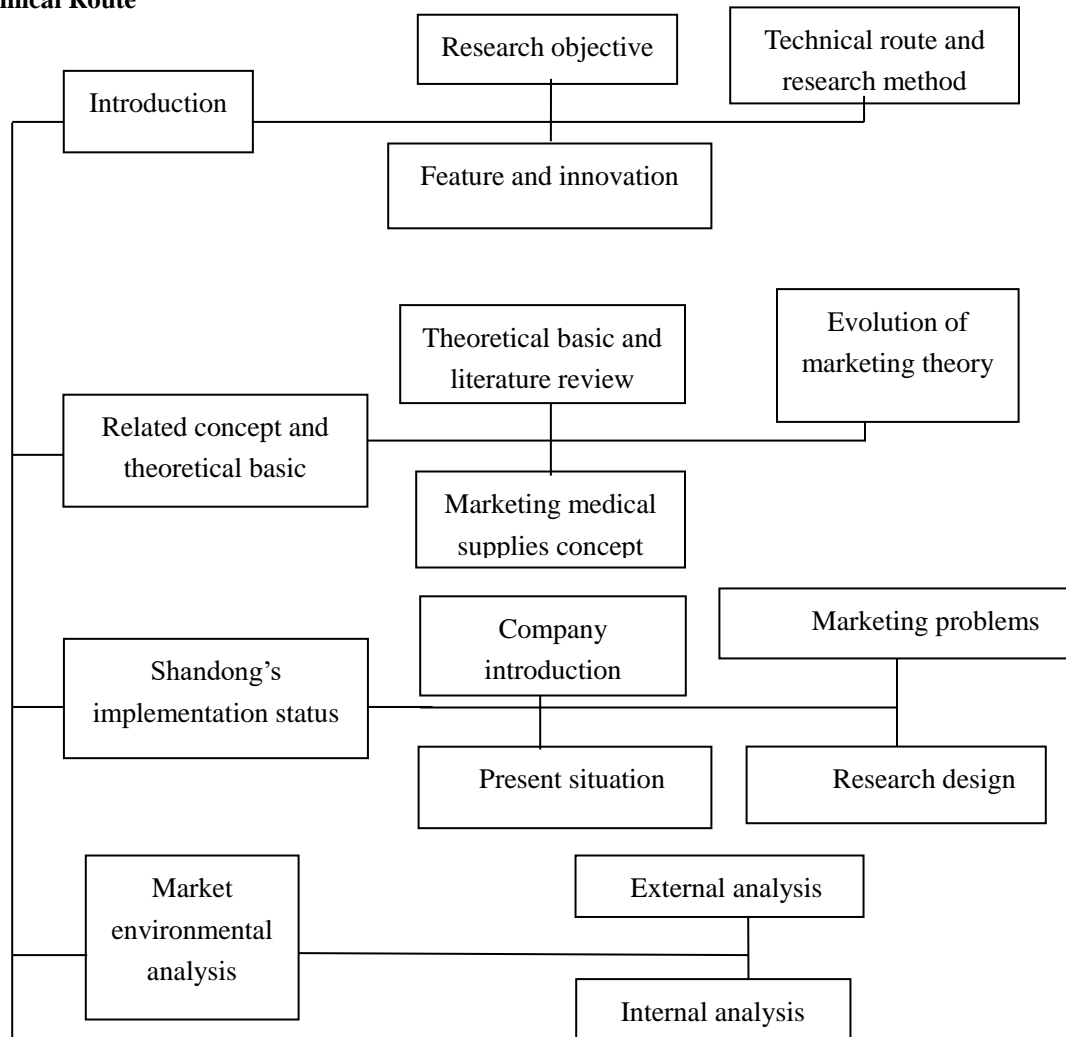
**1.3 Research Method**

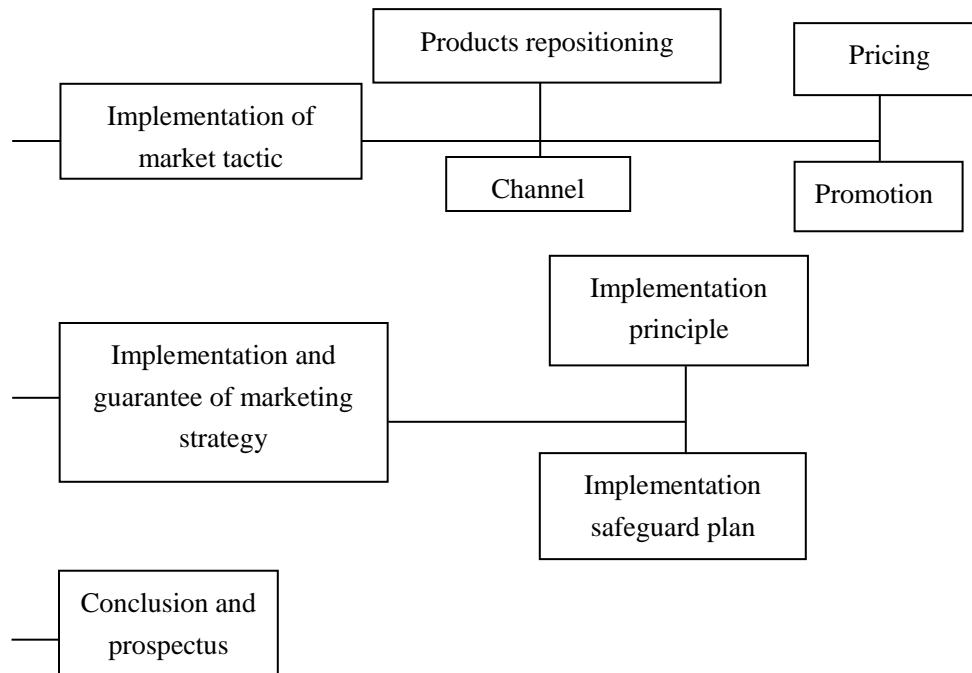
The study was based on the current situation of the medical materials of the Shandong S company concerning marketing strategy. The collected data was summarized and analyzed to conclude the findings.

**1.4 Features and Innovation of the Research**

Advertising procedures involved the lengthy-time period course of the business enterprise. The goal is to figure out which organizations can work with and then adapt those activities to the environment and employer resources. Markets are rarely static. New opportunities emerge with changes within the enterprise environment.

**Technical Route**





## 2 Related Concepts and Theoretical Basis

### 2.1 Medical Marketing Supplies Concept

By 2025, the global digital health market is expected to be worth \$536.6 billion, starting from \$196.3 billion in 2017. A buyer persona is a fictitious representation of an ideal customer. Relevant variables such as goals, challenges, responsibilities, demographics, inspirations, functions, and behavior trends can all be used to create buyer Personas. The buyer's Journey is divided into three stages: The awareness process is when customers know they have a problem that needs to be solved. The company provides them with the knowledge to figure out the problem's situation.

### 2.2 Theoretical Study

#### (1) 4P Series

4P is a successful and advertising activity that was first introduced by Professor McCarthy, an American marketing scholar. It advances by placing suitable services and products into a selected market with relevant merchandise, prices, channels, and promoting. It focuses on customer demand and redefines the marketing mixes of buyer, price, convenience, and communication. The marketing mix (4Ps) is a widely used method to outline the techniques.

#### (2) STP Series

Market segmentation, target marketplace, and marketplace positioning are abbreviated as S, T, and P in the STP approach. STP principle holds that no employer can completely cover all of the markets, so it is miles essential to divide the client organizations to clarify the goal marketplace. Companies establish a solid and unique personality for their products and pass it widely to consumers.

#### (3) PEST Series

PEST analysis refers to the analysis of the macro system, also known as the modern environment. Extraordinary industries and

firms can have specific content in step with their traits and enterprise wishes. Political, monetary, social, and technological elements affect firms, including the government's proposals, laws, and decrees. Different nations have different social natures, and different social structures have different organizational sports constraints and criteria.

In addition to inspecting the advancement and modifications of technical methods directly related to the company's activities in its sector, the scientific environment must also be aware of:

- (i) The state's investment and support for science and technological growth
- (ii) Technology development patterns and overall R&D expenditures in the field
- (iii) Technology transfer and commercialization speed
- (iv) patents and their defense, among other things

The various components of the macro-environment may be explained as follows:

To determine the target market, it is necessary to research the population's occupations, which aids in influencing the target group's priorities and buying power. The income distribution, market cycles, shift charges, taxes, duties, and unlucky financial conditions like inflation and depression are all monetary factors that influence an enterprise/company. The social and cultural components primarily include people's beliefs, morals, and various subcultures. People are worried about both their image and their public image. If a product is well-marketed within a social organization it is likely to gain popularity through word-of-mouth publicity.

Generational development is a never-ending, ever-faster-developing mechanism. Various sectors and competing companies must keep up with the rapid speed of technological innovation. Companies have to execute new working methods to lessen reversal times.

### **2.3 The Evolution of Marketing Tactic Theory**

The specific evolution stages are shown below.

Marketing activities and the market are both dynamically malleable; enterprises' marketing activities should adjust to market changes. Companies began to assess long-term strategic goals, using computers and other means to forecast future market trends. In the last decade of the twentieth century, the marketing environment in which companies operation drastically changed. In response to the changing global rigors, companies' marketing efforts have become increasingly strategic, and tactical market testing has become increasingly widespread. The concept of capital and capacity that arisen simultaneously provides a whole new perspective for the marketing campaign

## **3 Shandong S Company Implementation Status**

### **3.1 Company Introduction**

Shandong S Pharmaceutical Group Co Ltd was established in 2003. It is a large corporate institution that integrates clinical devices, patches, biological diagnostics, R&D polymer fabric, real estate improvement, and management sciences education. Group registered capital over 23 million dollars and owned many subsidiaries communicator in Tianjin, Jinan, Rizhao, and Shanxian.

Shandong S Pharmaceutical Group Co Ltd is a large-scale cohesive enterprise group and training center, which includes plaster, medical devices, cosmetics, health food, drug development production and sales, real estate development, biological reagents, logistics delivery, and large-scale integrated enterprise group and enterprise training.

### 3.2 Shandong S Company Market

From 2015 to 2017, the average annual home sales in China mainland, Europe, Asia Pacific, and The Belt and Road international locations totaled one hundred million Yuan, one billion euro in Europe and America, forty-eight million Yuan in the Asia Pacific, and one billion euro in the Belt and Road international locations.

#### Product Status

At present, Shandong S products has the collaboration with main business, and the original pharmacy company "Health Monitoring "products and Beijing Health Industry Company" health services "products integration. The following is for the Company's products and customer quality "Greenway service.

Current products are mainly "health examination," "chronic disease management," and "health consulting, Chinese medicine health" Company IV's medical service products, especially the "health service," are not clear about the target of service.

#### Pricing Status

Shandong S currently has two pricing errors: the price of medical supplies products is too high will not sell go. Customers often purchase items as they do not "need" because of a promotional offer. Shandong recognizes that high-priced goods are not always satisfactory, but "cheap goods" "a penny for goods" is.

#### Channel and Promotion Status

Shandong S employed intermediary companies to assist with product channel and marketing work. These intermediary companies can gain access to a wider variety of consumers and different types of customers. Short-term promotional methods include discounts, specials and free service.

### 3.3 Marketing Problems of Shandong S pharmaceutical Company

With the growth of Company Shandong S, they recruited experienced managers from well-known medical companies. The same industry regulates the related marketing activities management process, including distribution networks, marketing tactics planning, formulation, and sales daily increase and decrease analysis.

The personnel structure and roles are well-defined. The initial impact was positive, with revenues increasing but, due to business leader's long-term prominence on product sales growth, enterprise growth has been unnoticed. They assume that as long as an organization can make higher profits, it is a successful company.

Xuzhou pharmaceuticals stores offer not only lower prices than staff but also provides better service. Medical supply marketing is similar to hotels, office buildings, and industrial complexes. Customers can only receive minimal knowledge and are easily sidetracked.

#### Problem with Channel Tactic

Shandong S company networks are still primarily offline, with some online data. The distance between goods and customers is the most major issue. Customers typically need to get to a location to locate their goods and understand the most up-to-date product details.

#### Problem with Pricing Tactic

Shandong S company noticed concern about the availability of data after starting the business. They can only use a subjective pricing strategy in the long run due to a lack of pricing patterns. Since a pricing system is not in effect, the problem of arbitrary price adjustments is becoming more popular. The data's reliability and validity are severely affected.

#### Problem with Promotion Tactic

Primarily used as an advertising tool in mode of offline-method, telephone sales and push sales are still ubiquitous. Customers would not only face discomfort and humiliation as a result of the old way of selling, but they will also receive a product.

There is no way to change Shandong S's marketing methods from 2005 onwards, particularly groups of people to promote or a new goods to promote the way has been used till date. A layer of advertising that attracts customers means this it remains unbothered. The Consumers have been devaluing Shandong S goods, and the repetitive strategy is not legal to attract buyers with hunger marketing.

The decision-making layer in Shandong S is unable to understand the output well due to a lack of data-based on statistical analysis methods. The relationship between profit and the cost of goods sold. As a result, marketing campaigns would be unexceptional. Shandong S promotional endeavors will not move many users because the promotional impact is not good enough. They want to believe that there is not much loss when there is a real need to buy again.

### **3.4 Problem with a Marketing Guarantee System**

#### **Inadequate organizational structure**

The Shandong S has a linear organizational framework to ensure that its primary operations were not prepared for long-term growth.

#### **Human resource disadvantage**

There is a considerable talent gap, technical talent deficiencies, and a talent gap in marketing. Existing problems in the domestic market are mainly not specialized in product analysis.

#### **Lack of technical support**

The product distribution platform and payment channel's foundation is relatively weak. Product visibility is not high enough. Sales platforms, payment platforms, and various sales platforms' channels between the platforms did not open up.

#### **Lack of concentration of marketing resource**

Products are yet to be able to effectively pool wealth to offer the best value to their customers. Some of the department's non-marketing front-line staff have an issue with their customer service attitude.

### **3.5 Research and Design Marketing Tactic of Shandong S Pharmaceutical Company in Pakistan.**

#### **Research Hypothesis and Model Construction**

Step 1: develop a survey plan. Step 2: conduct field research. Step 3: organize the issuance, filling, and screening of questionnaires. Step 4: implement the improvement measure. Step 5: track feedback. Step 6: improve the sales with the help of marketing tactics.

#### **Selection and Distribution of Samples**

While obeying the Shandong S pharmaceutical company's privacy, this questionnaire was distributed and collected in the form of email, WeChat chat and live distribution, and Google form. Thanks to current customers and people's cooperation, this survey was conducted for various ages. A total of 320 questionnaires were distributed in the customers and academic experts having a year of service in this domain, and the collected questionnaires were confirmed, classified, and summarized. According to the questionnaire's completeness and inexorability, the complete questionnaires were selected, and 288 valid questionnaires were obtained. The overall efficiency of the questionnaire was 90 percent, which was basically in line with prospects.

#### **Design**

After consulting relevant experts, professors and company leaders, the overall tactics of marketing were measured from five modules: disagree, slightly disagree, neutral, slightly agree, and strongly disagree.

#### **Data Analysis**

This questionnaire was distributed and collected in email, WeChat and live distribution, and Google form Pharmacies in

high-competition areas face a challenge in providing exceptional service while dispensing drugs. Some people request a free sample, while others trust the pharmacy. If a company wants patients to keep coming back, it is not enough to consider their wishes. Make customer service strengths by recognizing customer service failures patients have encountered.

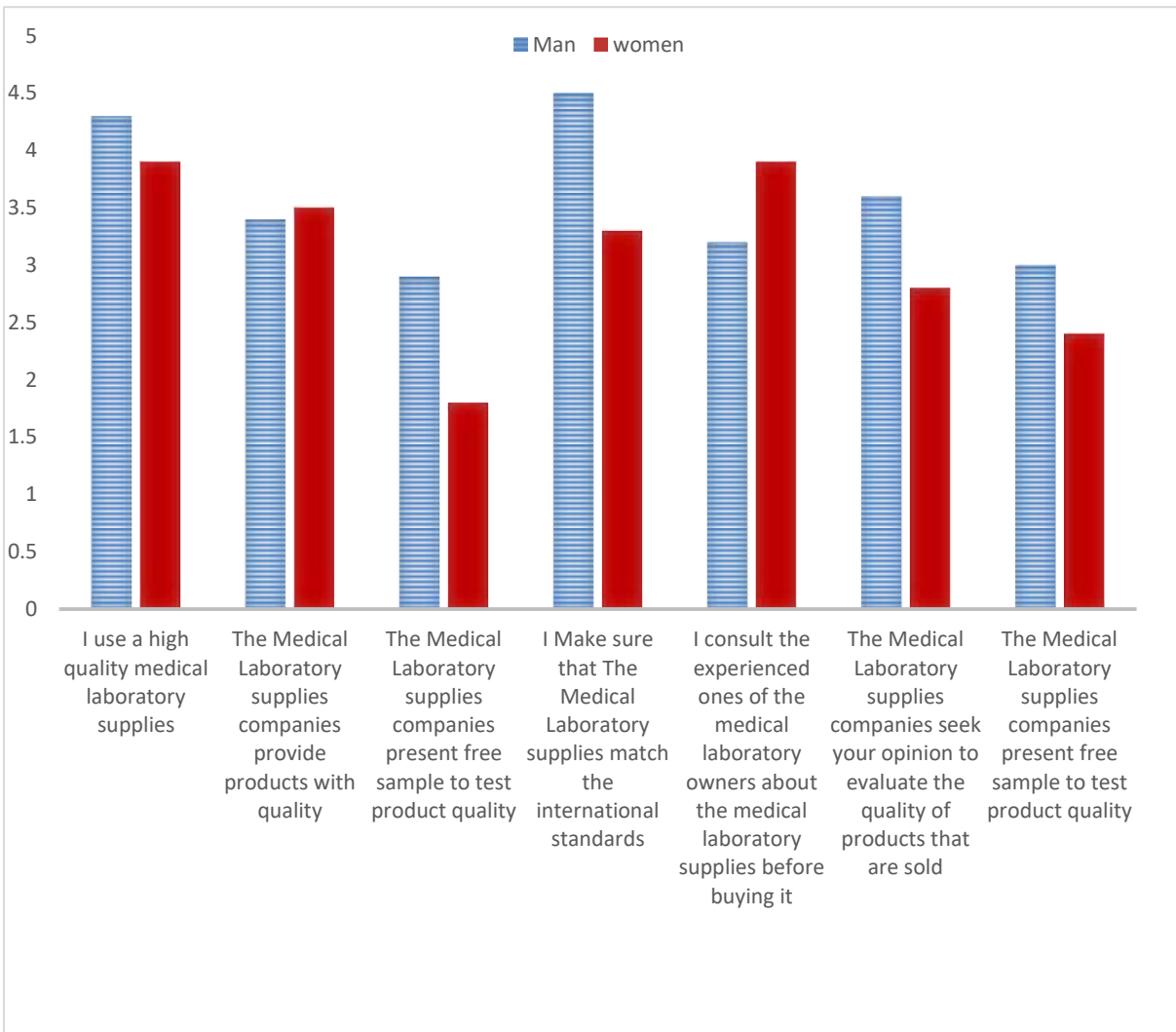


Figure 3.1 Response on Product information

(2)Price

Price is one of the primary factors for products. Most companies first study the market, and then they set the price. The impact of doctors and other prescribers on demand is a significant factor in the drug pricing industry. Most people think that medical laboratory supplies did not study the market to judge the market demands. People buy products and laboratory supplies at high prices based on rigorous needs.

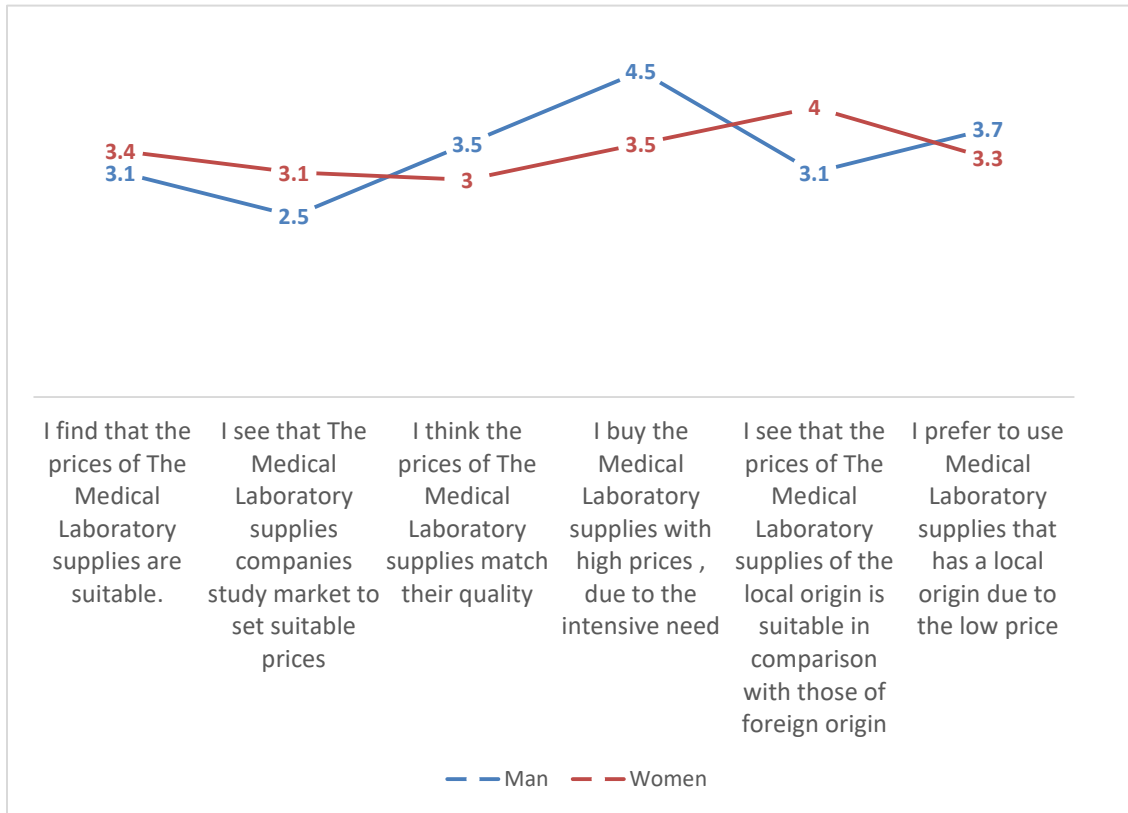
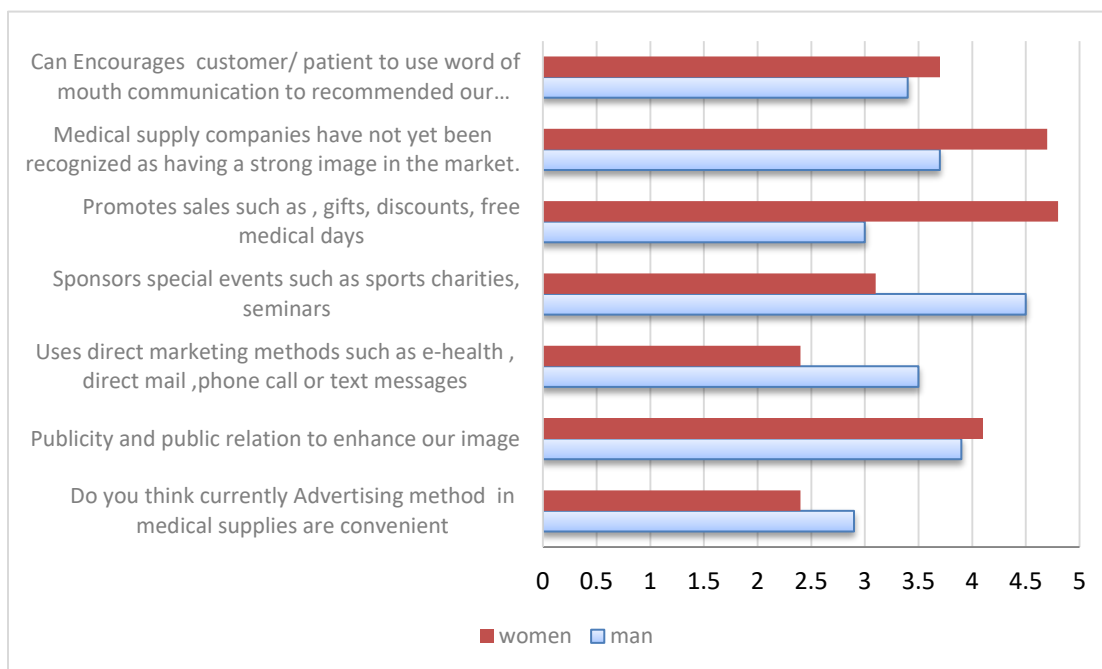


Figure 3.2 Response on Price information

(3)Promotion

Promotion is a technique that used different companies to sell their products in the market. Patients can shop at pharmacies more if they give them deals that include actual savings and value. Every month launch a new offer, such as a discount or a buy-one-get-one



3-3 Response on Promotion information

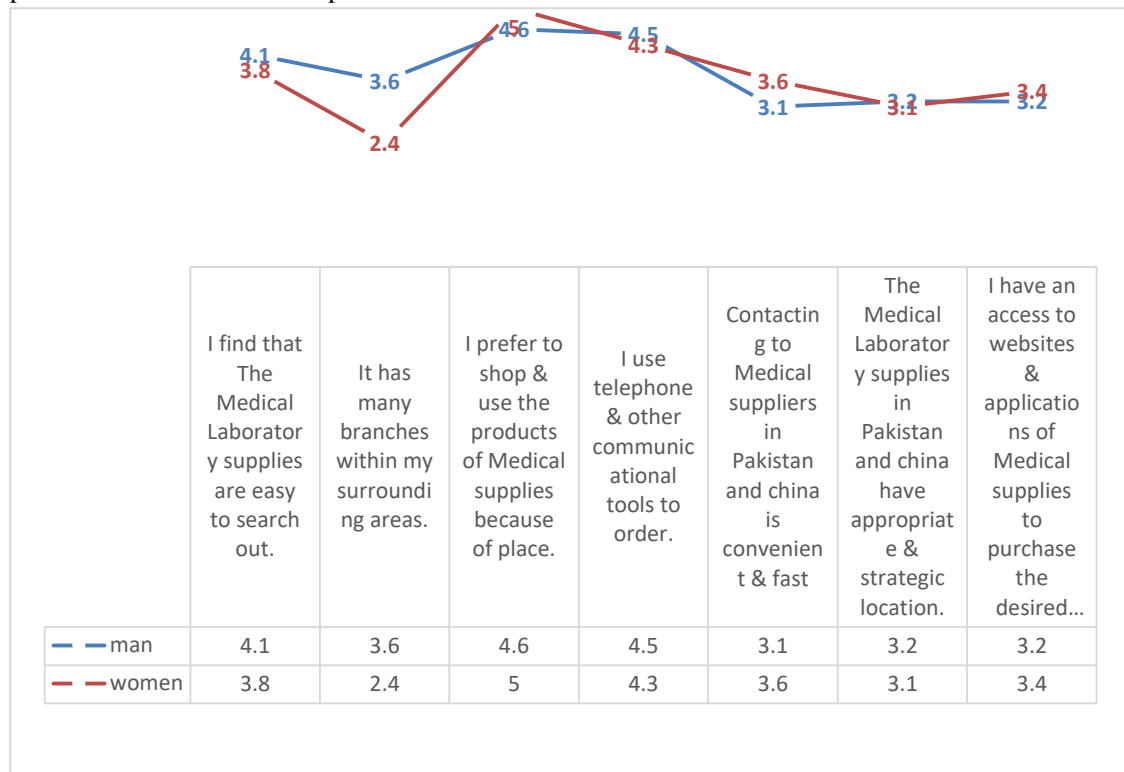


The response were quite different from the people mostly stay silent or disagreeing with the questions. Explain the scope of products, hours, and place to the official website. Purchaser need business enterprise needs to be held sponsor occasions which include sports charity.

(4) Place

In the present age, everyone is busy in his life. Most people do not have time to go to the market and buy products after selection; primarily, companies provide their products at the customer's door. The results for pharmaceutical company after the survey are given below in figure 3.4

The less friction in the sales process, the easier it will be for a pharmacy to deliver a positive customer experience. Pharmacies have begun to adapt measures like drive-thru service, curbside pickup, and bedside delivery. The People think that find medical supplies products are easy to search out. The company must think about these problems and solve customer problems to win the customer's hearts.



3-4 Response on Place information

4 Shandong S Company External and Internal Environment Analysis

4.1 Pakistan's Pharmaceutical Industry

After independence in 1947, the pharmaceutical business in Pakistan practically did no longer exist. These days, however, the home industries are booming. Pakistan's pharmaceutical industry can become a significant leader in medicine drugs once prices are regulated. The industry needs to expand throughout the United States to show and use its benefits throughout Pakistan. According to the Economist Intelligence Unit (EIU), 45 percent of the population does not access even primary health care. The government

spending on healthcare in Pakistan is meager, according to the EIU, and is expected to be 0.84 percent of GNP in fiscal year 2003/04.

Manufacturing/shopping fee is calculated by the foreign exchange rate. When the Pakistani rupee depreciated against the exporting country's forex, Pakistan's fees increase. multinationals stay away from Pakistan's pharmaceutical industries due to rising raw material prices.

#### **4.2 PEST Analysis of Shandong S Company Marketing**

Shandong S Company's standard advertising and marketing environment recognizes the political, financial, social, and technological aspects. A company needs to always keep track of its surroundings. A market environment analysis entails analyzing the factors that may affect a company, evaluating them for their impact on the company, and then preparing for potential circumstances that may occur due to these environmental factors. The different elements of the setting are interlocked. The environment in which businesses operate is constantly changing. The rapid adaption of the new generation may give the business a competitive benefit.

Government regulation can have a significant impact on one commercial enterprise while having little effect on others. For a manufacturing unit that imports raw materials, a shift in import duties and regulations may be crucial. The business environment can have long-term as well as short-term results for a company.

Macro environmental factors include as when a company examines assessing the market climate; it usually focuses on the macro-environment rather than the micro-environment. The strengths and possibilities of the company are described at that level of the business climate. The Pakistan's population is growing at a rapid rate. As a result, the market for products rises. If a rise does not follow population growth in income levels, people's living standards will suffer.

Pakistan is a developing country that is heavily affected by global factors. That analysis will consider the following factors to examine Pakistan's external environment:

##### **Political/Legal Factors**

Pakistan has long been accused of harboring terrorist groups. The government is in charge of the nation, but the legal situation is precarious. The country has problems with neighboring countries and terrorism. Pakistan is an unattractive investment destination.

##### **Economic Factors**

Pakistan is heavily reliant on the IMF for financial assistance. Prices and costs have been rising as the country develops, but the average person's purchasing power has barely improved

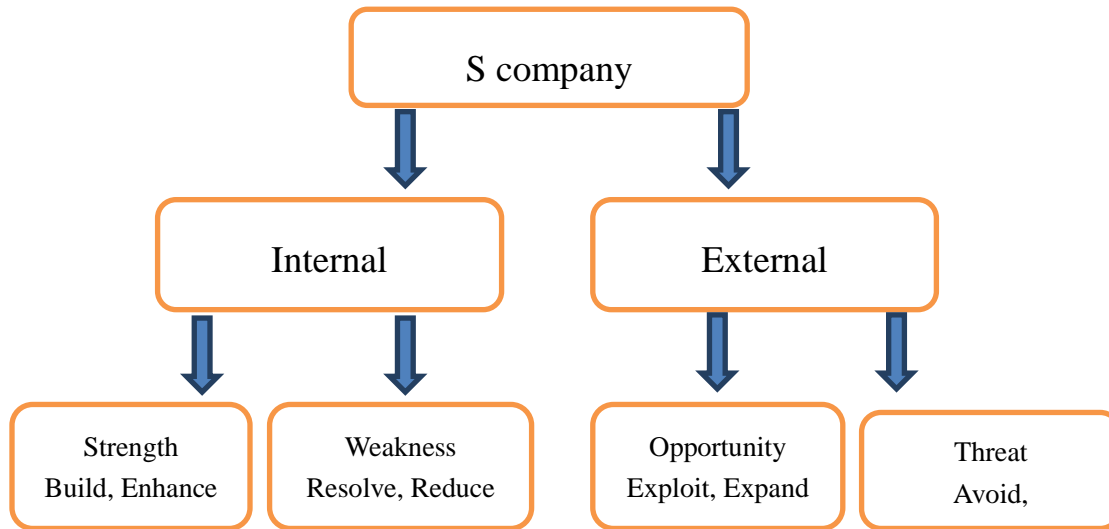
##### **Socio- cultural Factors**

Pakistan is a country with a vibrant cultural heritage. People have good ideals and convictions. They are inspired by their religious values, as the country is Islamic. People in urban areas are progressively becoming more realistic and socially evolving. The country's social and cultural landscape is changing.

##### **Technological Factors**

Pakistan is a developing country in terms of technology. It is more in the adoption process of technology than in the invention phase

### 4.3 SWOT Analysis of Shandong S Company



#### 4.1 Shandong S company SWOT Analysis

Shandong Pharmaceutical Industries Ltd. managers may use a SWOT analysis to perform a situational analysis. The Pharmaceutical Industries is one of the most well-known companies in its sector. Pharmaceutical Industries maintains its market leadership by carefully evaluating and updating the SWOT.

#### Advantage (Strength)

##### Regional supporting advantages

The manufacturing facility is one of Shandong District's and Heze's most prominent public cultural facilities. While

##### Traffic advantage

It is just 40 minutes from the central city of Haze. It is close to Shandong West Railway Station.

##### Market based advantage

The industry's position is relatively beneficial geographically, as it is in the Shandong District's central city, just a short distance from the district government. It will take 30 minutes to get there. In the 10-minute existence circle, there are several empty spaces. A significant number of homes have been sold, and others have been resold.

##### Basic advantage of the company

Shandong Province has a small number of pharmaceutical industries. Companies are free to set their rates

#### Disadvantage (Weakness)

##### Pharmaceutical industry ecology is not formed

Facilities for S products staff have not yet been completed, work culture and management in a vast region are still being developed. The industry has not yet established complementary advantages, making it challenging to satisfy the overall needs of consumers.

##### Underinvestment in marketing

Human resource costs, electricity costs, and research and development costs account for about 80 percent of the pharmaceutical industry's overall expense in Shandong. Less than 10% of the sales cost is spent on marketing,

#### Opportunities for Pharmaceutical Marketing (Opportunities)

##### Opportunities from the political environment

The pharmaceutical industry has reacted splendidly to the coronavirus pandemic, says Andrew Bardot, CEO of C2 Pharma. Bardot: Pandemic puts research and development on hold, as well as putting pressure on production planning and supply chain

management. After the epidemic is over, the pharmaceutical industry will have much room to develop due to people's increased understanding of the need for improved nursing skills.

Pneumonia epidemic has had a significant effect on people's development and lifestyles. People's lifestyles have been affected by the epidemic, and the apparent improvements in health are manifested in many ways. People are paying more attention to their wellbeing, which will fuel the medical supply industry's growth. When people face "health or illness," "to be or not to be," it allows them to return to the essence of man, existence, as the basis of social cognition.

Opportunities brought by technological progress

China has encouraged the widespread use of next-generation information technology. E-commerce, mobile payments, the sharing economy, and other emerging trends drive global demand for Internet applications.

**Threats Faced in Marketing (Threats)**

**Threats from other competitors in the city**

There are many other companies in the industry that make the exact medical supplies. They still commit a large amount of money to research and development. They deliver the same products and keep an eye on COVID-19 conditions, enabling them to sell their products at a lower cost while retaining high quality.

Shandong S Company, for example, is unable to achieve substantial bargaining rights on the prices of such goods. To compete for more customers, the company must seek to improve its products and services.

**Substitute threat**

A significant number of pharmaceutical firms are currently entering the market. The Shandong S company provides fewer product forms than other medical supply industries.

**SWOT Analysis**

<p><b>★ Strength (China Shandong S )</b></p> <ul style="list-style-type: none"> <li>★ Manufacturing process</li> <li>★ Tacit knowledge</li> <li>★ great price as compared to competitors</li> <li>★ Excellent staff who are highly trained and very customer attentive</li> </ul>	<p><b>☪ Strength (Pakistan pharma industry)</b></p> <ul style="list-style-type: none"> <li>☪ Most drugs are cheap and of good quality</li> <li>☪ Less competition</li> <li>☪ Good market for the pharma industry</li> </ul>
<p><b>★ Weakness</b></p> <ul style="list-style-type: none"> <li>★ Marketing Promotion is not enough</li> <li>★ Brand image not very clear</li> <li>★ lack of Marketing research</li> <li>★ Lack of experience in the international market</li> <li>★ 5. Lack of raw resources to enter the international market.</li> </ul>	<p><b>☪ Weakness</b></p> <ul style="list-style-type: none"> <li>☪ The manufacturing process is not good enough.</li> <li>☪ Labor is not professional</li> <li>☪ Lack of human resource management</li> </ul>
<p><b>★ Opportunity</b></p> <ul style="list-style-type: none"> <li>★ Stable political condition in the home country, China</li> <li>★ Income dispersion</li> <li>★ Niche market</li> <li>★ After Covid19 expansion of business</li> <li>★ More chances of product development after covid19</li> </ul>	<p><b>☪ Opportunity</b></p> <ul style="list-style-type: none"> <li>☪ Pharma industry is developing fast</li> <li>☪ Inexpensive labor</li> <li>☪ Developing R&amp;D</li> <li>☪ Good market</li> </ul>

★ Threat	⊖ Threat
<ul style="list-style-type: none"> <li>★ The financial condition is not strong enough after Covid19.</li> <li>★ Competitors</li> <li>★ Fear of losing investment because of unstable condition after Covid19</li> </ul>	<ul style="list-style-type: none"> <li>⊖ Economy instability</li> <li>⊖ Political instability</li> <li>⊖ After COVID19 situation is not good</li> <li>⊖ Investment is not saved enough</li> </ul>

## 5 Implementation of Marketing Tactic Propose for Shandong S Pharmaceutical Company

### 5.1 Product Repositioning

This paper proposes that Shandong S use the "Boston Matrix" to segment its product line further. The term "star product" refers to a product category with a high growth rate and a significant market share. Cash cow products are product groups within low growth, high market share quadrants. Goods with a long growth rate should be further segmented to retain the market's current growth rate or postpone its rate of descent. The plan for long-term growth is to increase the economic size and business prospects aggressively.

Shandong S Company has not yet been able to leave a deep impression in consumers' hearts due to a lack of core products. retreat strategies should be used to withdraw from those goods with shallow revenue growth and market share. excess resources are shifted to other goods. The third step is to correct the product line; thin dog products and other products should be positioned for integration and centralized management.

#### Repositioning of core Products

In the context of "digital intellectualization," critical product positioning should not only understand the purpose of the goods but also evaluate them. Consider the improvements that emerging innovations have brought about in all areas of the product. Shandong S company product relocation is to be expected.

#### Redefine the business area

The series of unrelated polygonal products produced after Shandong S Company products were released into the market. Positioning could not cover all product lines, so the business areas had to be redefined. Product lines had to be locked to preserve the relevant polygonal extension, and the product category had to be kept consistent.

#### Re-select target market

Shandong S company is' current target market is not entirely obvious. The target market for core goods should be set aside for various companies. For several brand promotions, the target market can be widened to include the entire world. To be versatile and meticulous, perform successful customer surveys to learn about their current tastes and reposition goods. Reanalyze competitors to identify its weak links and strike repositioning goods.

### 5.2 Channel

Shandong S Company will change the channel's emphasis from subscription numbers to service numbers after 2019, focusing on WeChat's service functions. New website will play a significant role in the intellectualization of the Shandong S company number. Customers can directly buy merchandise, purchase items, pick trainer, and complete a series of operations such as payment on the new website and WeChat linkage, using the members' information. The buying amount has significantly increased

thanks to the cooperation with various agents, which is more significant than Shandong S official website and official micro. The new platform introduces customer-created features.

Shandong S Company has been going in the opposite direction in recent years, focusing on creating offline networks. Customers can buy what they want with more than 50 shops in various regions, 71 convenience stores in Beijing, and Guangzhou Travel's offline stores. These outlets will issue membership cards, tickets to fly for their loyal customers.

### **5.3 Pricing**

Shandong S Company imprints customers who open WeChat, visit the official website, and remain on a specific page. Customers spent an average of 4 minutes and 13 seconds browsing the membership card's launch. Major items' cost is broken down into pharmacy and exercise, and pharmacy and coaching. The advent of internet technology offers a practical possibility for Shandong's customers to have complete access to pricing details.

### **5.4 Promotion**

Shandong S Company uses big data to understand the consumer demand chain. Sports and other Internet companies partnered to create fitness and health-related drive promotions. After the outbreak began in China in 2020, all major cities' shops and meeting places have been closed, and all primary event approvals have been canceled. Shandong S Company will use the off-season jointly built by China Mobile "5G Thermal imagers, 5G disease prevention robots, and 5G smart law enforcement caps are already on the market" Shandong S Company now uses streamlined vibrato, watermelon video, fast hand, and other short video platforms for advertisement and video.

## **6 Implementation and Guarantee of S Marketing Tactic**

### **6.1 Implementation Principles**

Shandong S Company can formulate a few fundamental concepts before putting its marketing strategy into motion. A marketing tactic is intertwined, necessitates a well-thought-out plan, and must be appropriately guided and implemented. Medical material supply chain consumers can benefit from higher quality, a more excellent choice, improved spot service, and more convenient services at lower prices.

### **6.2 Implement a Safeguard Plan**

#### **Organizational Structure Guarantee**

Shandong S Company has re-designed its original organizational structure. The department was split into two divisions; marketing and product operations. Each department's responsibilities have been redefined. The company will outsource the original security, cleaning, and greening work to a skilled property management firm.

#### **Human Resources Guarantee**

Shandong S Company will strengthen the internal human resources tactic support system. Shandong's products cultivate the entrepreneurial spirit, resulting in a pleasant working environment, stable workers, and a harmonious team atmosphere. The company must employ some required "preservation" steps to reboot and revive the human resources system. The primary problem is determined in the decision-making level.

### Technical Support

Shandong S company products in the domestic major all categories of interconnection web-platform and vertical areas of the internet platform on the shelves of their products from 2019. Paper currency in cash can be bought using Alipay, WeChat Pay, Union Pay, and other mainstream financial payment channels.

### Resource Integration Guarantee

Shandong S Company has re-evaluated and consolidated resources to provide more help and support to the marketing department. The marketing department manager was promoted to director of marketing to organize the work of different departments better. Marketing Director is a higher-level manager than other departments and can efficiently handle marketing.

## 7 Conclusion

Study analyzes the current situation of Shandong S company pharmaceutical's marketing tactic based on information gathered from the company. According to the SWOT review, the company has the following advantages: a large number of product lines, brand awareness, established distribution networks and teams, and a robust supply chain upstream and downstream. Manufacturing and administration are the drawbacks. Strong business consumer demand and increased government spending in the industry are all opportunities. The health sector has become a new investment field due to the medical industry's continued growth and new medical reform stimulation. Shandong S pharmaceutical company will introduce the following strategies in light of the preceding analysis. Adopt a market penetration strategy to increase market share.

### 7.1 Outlook

This study has some practical implications for Shandong S pharmaceutical company to develop successful and efficient marketing strategies. In the future market competition, businesses will concentrate their marketing efforts in the mature market of Shandong S company business.

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